



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 587114 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/30/12 - 11/05/12	<u>Estimate #</u> 12998	
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	11/05/12	11/05/12	M-F 5a-530a	5a-530a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$350.00			
N 2	13	10/30/12	11/05/12	M-F 530a-6a	530a-6a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$350.00			
Week:		11/05/12	11/11/12	M-----				1	\$350.00			
N 3	13	10/30/12	11/01/12	M-F 6a-7a	6a-7a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$600.00			
N 4	13	10/30/12	11/01/12	M-F 8a-9a	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$600.00			
N 5	13	10/30/12	11/05/12	M-F 5p-530p	5p-530p		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$800.00			
Week:		11/05/12	11/11/12	1-----				1	\$800.00			
N 6	13	10/30/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$900.00			
Week:		11/05/12	11/11/12	1-----				1	\$900.00			
N 7	13	11/05/12	11/05/12	M-F 9p-1005p	9p-1005p		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,600.00			
N 8	13	10/30/12	11/04/12	College Football Late	5p-cc		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,200.00			
Totals											17	\$14,550.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	17	\$14,550.00	\$12,367.50
Totals	17	\$14,550.00	\$12,367.50

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Signature: _____ Date: _____

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Station Order Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, October 30, 2012 to Tuesday, November 06, 2012

12998

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

Program Name	DP	Days	Length	Gross Rate	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
KSTU 5a News	EM	M-F	30	\$350.00							1		1
5:00 AM 5:30 AM			30	\$350.00									
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 5:30a News	EM	M-F	30	\$350.00	1						1		2
5:30 AM 6:00 AM			30	\$700.00									
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 6a News	EM	M-F	30	\$600.00			1						1
6:00 AM 7:00 AM			30	\$600.00									
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 8a News	EM	M-F	30	\$600.00			1						1
8:00 AM 9:00 AM			30	\$600.00									
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 5p News	EN	M-F	30	\$800.00	1	1	1	1			1		5
5:00 PM 5:30 PM			30	\$4,000.00									
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 5:30p News	EN	M-F	30	\$900.00	1	1	1	1			1		5
5:30 PM 6:00 PM			30	\$4,500.00									
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 9p News	LN	M-F	30	\$2,600.00							1		1
9:00 PM 10:00 PM			30	\$2,600.00									
Sold Out at LUR per KSTU. Lowest Rate to Clear													
NCAA Football	SP	Sa	30	\$1,200.00					1				1
6:00 PM 9:00 PM			30	\$1,200.00									
11/03: Oregon vs. USC													
Station Gross Totals				\$14,550.00	3	2	4	2	1		5		17

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/29/2012 2:34:55 PM

KSTU-TV

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suzannel@mediastategies.com